

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

First Named Inventor:	Stephen Mase	
Appln. No.:	10/644,651	Confirmation No.: 5444
Filing Date:	August 20, 2003	Examiner: Goldman, Michael H.
Title:	<b>Marketing system based on customer preferences</b>	Group Art Unit: 3688

**RESPONSE AND AMENDMENT UNDER 37 C.F.R. 1.111**

**Mail Stop Amendment**  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

In response to the Office Action of July 29, 2008, please amend the above-identified application as follows:

**Listing of Claims/Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.